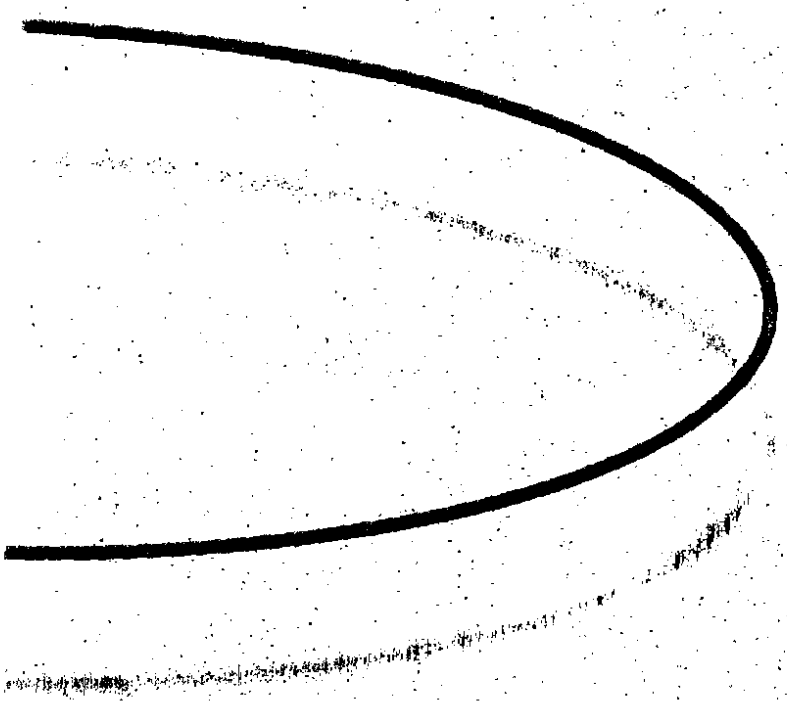

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Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Purpose

- Present new creative concepts
- Recommend strategic modifications

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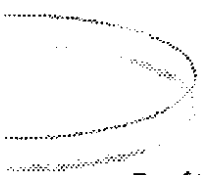
Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Objectives

- Defend, reward 100s & 85s franchise
- Enhance brand image
- Update database information
- Reinforce product uniqueness



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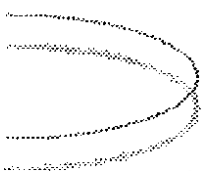
Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Strategy

- National, defensive program
- Provide incentives
- Build database
- Provide consistent theme
- Leverage database to increase program efficiency and effectiveness



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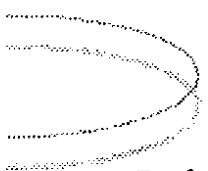
Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Defensive Program Evolution

'92	'93	'94	'95	'96
• 75 M	• *155 M*	• *200 M*	• 200 M	• 200 M
• Defend 100s	• Defend 100s	• Defend 100s	• Defend 100s	• Defend 100s
• 3 Mailings	• *Defend 85s*	• Defend 85s	• Defend 85s	• Defend 85s
	• 3 Mailings	• *5 Mailings*	• 5 Mailings	• *4 Mailings*
	• *Database Building*	• *Database Building*	• *Database Clean-up*	• Database Building
			• *Database Modeling*	• *Behavioral Segmentation*



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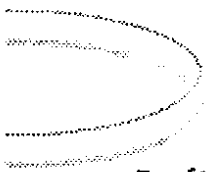
Modeling Response Rate

Sextile	% $ 1/4	% $ 2/4	% $ 2/2
1	42.6(control)	41.7	--
2	37.8(control)	38.8	--
3	31.6(control)	31.3	--
4	29.9	31.4 (control)	34.6
5	17.3	20.4 (control)	22.3
6	11.3	12.9 (control)	15.4

Source: Parliament Topline Response: Database update 10/11/95



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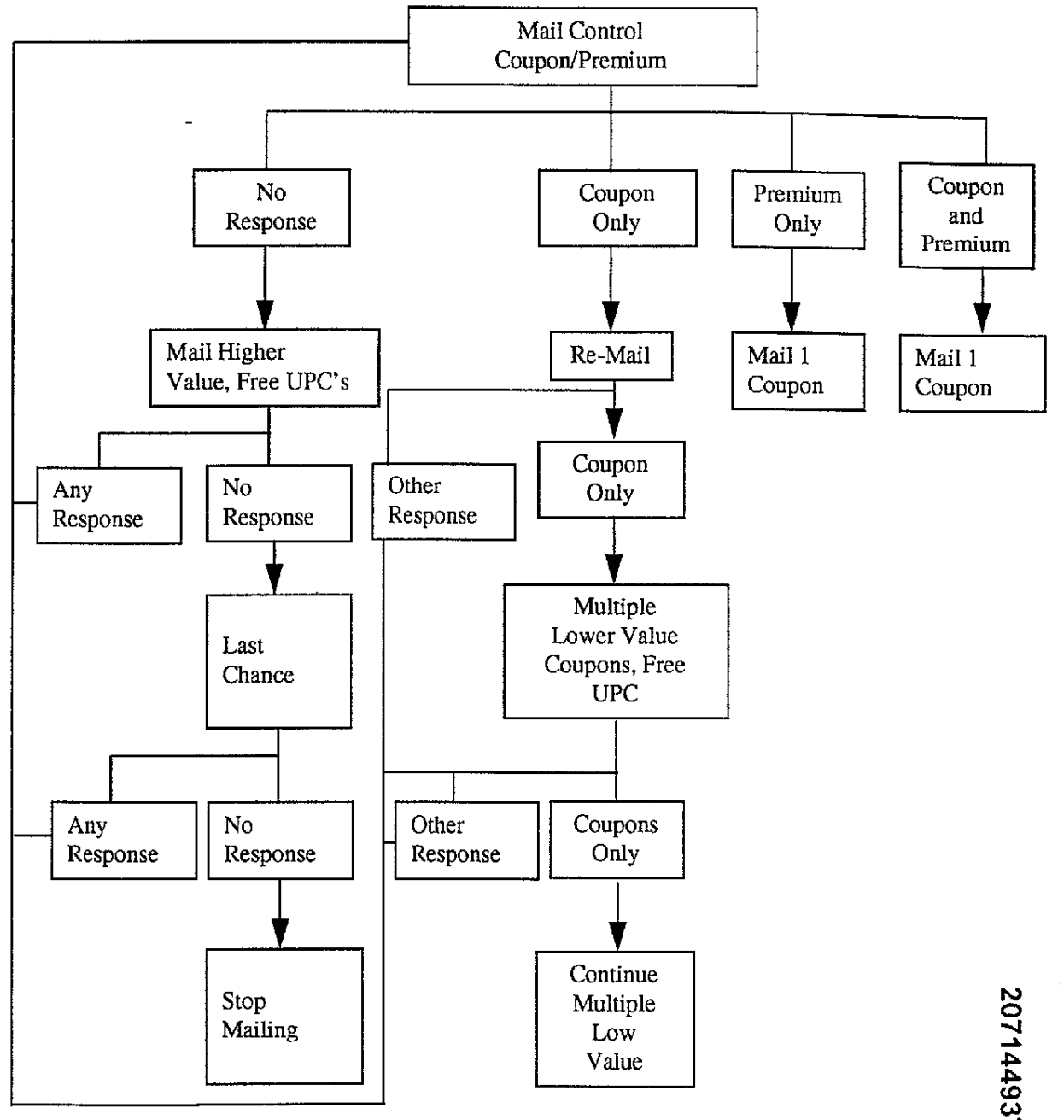
Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Philip Morris U.S.A.
Parliament Data Flow Chart



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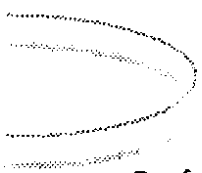
Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Production Schedule



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Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004

Parliament Defensive Mailing #1 -'96 TENTATIVE PRODUCTION SCHEDULE		
As of 12/1/95		
	DATE	DAY
Present concepts to Client	5-Dec	Tue
Client approval on a concept and comments	6-Dec	Wed
Estimate to Client	12-Dec	Tue
Estimate to be approved by Client	13-Dec	Wed
Copy to Client	12-Dec	Tue
Layout revisions to Client	12-Dec	Tue
Finalize layout and copy and approval	18-Dec	Mon
Legal approval of creative	21-Dec	Thu
Retouching (present, revisions, etc.)	w/o12/25	w/o12/25
Begin selection of Glamour shot photography (if required)	w/o 12/25	w/o 12/25
Present Glamour shot recommendations to Client	3-Jan	Wed
Finalize Glamour shots	w/o 1/1	w/o 1/1
Begin Mechanicals	w/o1/1	w/o1/1
Separations (present, revisions, etc.)	1/8 -1/22	
Finalize mechanicals (revisions, legal approval, etc.)	1/8-1/22	
Release mechanicals and artwork to printer	22-Jan	Mon
Postage to Lettershop	9-Feb	Fri
Tape to Lettershop	14-Feb	Wed
All Materials to Lettershop	19-Feb	Mon
Drop Mailing	29-Feb	Thu

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Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0004